

CELEBRATING EUROPEAN CINEMA AT CINEEUROPE 2026 SPEECH

GOOD AFTERNOON EVERYONE — AND WELCOME TO CINEEUROPE 2026!

ON BEHALF OF UNIC, THE INTERNATIONAL UNION OF CINEMAS, WE ARE ABSOLUTELY DELIGHTED TO WELCOME YOU ALL ONCE AGAIN TO BARCELONA.

AND YES — SOMEHOW ANOTHER YEAR HAS PASSED, ANOTHER HUNDRED EMAILS HAVE BEEN EXCHANGED ABOUT PANEL TIMINGS, REHEARSALS, BADGES, AND WE HAVE ONCE AGAIN SUCCESSFULLY RELOCATED THE INDUSTRY FOR FOUR DAYS.

WE WANT TO THANK YOU ALL, FOR YOUR SUPPORT. THIS SHOW WOULDN'T BE POSSIBLE WITHOUT YOU.

WE WOULD ALSO LIKE TO WARMLY THANK OUR PARTNERS AT THE FILM EXPO GROUP FOR THEIR CONTINUED COLLABORATION AND SUPPORT IN DELIVERING THIS CONVENTION.

IN ALL MODESTY WE REALLY DO BELIEVE WE HAVE PUT TOGETHER AN EXCEPTIONAL PROGRAMME THIS YEAR. ONE THAT REFLECTS NOT ONLY THE STRENGTH OF OUR INDUSTRY TODAY, BUT ALSO THE MAJOR CONVERSATIONS SHAPING ITS FUTURE.

THIS MORNING, WE KICKED OFF WITH A NEWLY-PUBLISHED REPORT ON GLOBAL EXHIBITION TRENDS, EXPLORED SUCCESS STORIES FROM INTERNATIONAL MARKETS, LOOKED AT THE OPPORTUNITIES AND CHALLENGES OF AI, AND A ROUNDTABLE REFLECT ON THE EVOLUTION OF CINEMA-GOING AND THE FILM INDUSTRY.

TOMORROW, WE LOOK FORWARD TO THE FIRST OF TWO SEMINARS DELIVERED BY OUR HEADLINE SPONSOR, THE COCA-COLA COMPANY. WE'LL ALSO HEAR FROM I.C.T.A. ON THE EVER-EVOLVING WORLD OF CINEMA TECHNOLOGY .

ON WEDNESDAY, OUR CINEEUROPE FOCUS SESSIONS WILL TACKLE TWO KEY THEMES FOR THE FUTURE OF OUR INDUSTRY: AUDIENCES, AND DIVERSITY & INCLUSION.

MAKE SURE TO ALSO VISIT THE TRADE SHOW FLOOR, WHICH OFFICIALLY OPENS THIS EVENING, AND OF COURSE ENJOY THE MANY NETWORKING EVENTS— WHERE, IN TRUE CINEMA INDUSTRY FASHION, SOME OF THE MOST IMPORTANT MEETINGS WILL PROBABLY HAPPEN SOMEWHERE BETWEEN THE TAPAS AND THE SECOND (THIRD? FOURTH?) GLASS OF WINE.

AND OVER THE NEXT FOUR DAYS, YOU WILL SEE NO FEWER THAN ELEVEN EXCLUSIVE STUDIO PRESENTATIONS. HUGE THANKS TO ALL OF OUR DISTRIBUTION PARTNERS FOR THEIR CONTINUED SUPPORT OF CINEEUROPE AND OF CINEMAS ACROSS EUROPE.

AND OF COURSE, THIS WEEK IS ALSO ABOUT CELEBRATING THE PEOPLE AND COMPANIES WHO MAKE THIS INDUSTRY SO SPECIAL. THROUGHOUT CINEEUROPE, WE WILL RECOGNISE A NUMBER OF OUTSTANDING PROFESSIONALS WHOSE PASSION, CREATIVITY AND LEADERSHIP CONTINUE TO DRIVE OUR SECTOR FORWARD.

ABOVE ALL, THIS WEEK IS ABOUT CELEBRATING CINEMAS.

BECAUSE AFTER SEVERAL YEARS OF CHALLENGE, UNCERTAINTY, REINVENTION AND — LET'S BE HONEST — MORE ARTICLES FORETELLING THE DEATH OF OUR INDUSTRY THAN ANY OF US CARE



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

TO REMEMBER... THERE IS A GENUINE SENSE OF MOMENTUM ACROSS THE EUROPEAN EXHIBITION SECTOR.

THE EARLY MONTHS OF 2026 HAVE DEMONSTRATED THE CONTINUED STRENGTH OF CINEMA-GOING ACROSS EUROPE. MORE THAN 15 EUROPEAN MARKETS RECORDED DOUBLE-DIGIT — AND IN SOME CASES TRIPLE-DIGIT — GROWTH COMPARED TO LAST YEAR.

ACROSS EUROPE, LOCAL FILMS ARE NOT JUST COMPLEMENTING THE INTERNATIONAL SLATE — IN MANY MARKETS, THEY ARE DRIVING ADMISSIONS AND CREATING GENUINE CULTURAL MOMENTS.

IN SPAIN, TORRENTE PRESIDENTE ACCOUNTED FOR 1 MILLION ADMISSIONS IN FOUR DAYS – AND IS ALREADY THE HIGHEST GROSSING FILM OF 2026.

IN FRANCE, MARSUPILAMI ATTRACTED MORE THAN 6 MILLION ADMISSIONS -

IN CROATIA, SVADBA BECAME THE MOST SUCCESSFUL LOCAL FILM EVER RELEASED.

AND IN ITALY, BUEN CAMINO ACHIEVED WHAT FRANKLY SOUNDED IMPOSSIBLE A FEW YEARS AGO — OVERTAKING AVATAR AT THE ITALIAN BOX OFFICE.

US STUDIO TITLES CONTINUE TO PLAY A CENTRAL ROLE IN THE EUROPEAN MARKET. PROJECT HAIL MARY, THE SUPER MARIO GALAXY MOVIE, THE DEVIL WEARS PRADA 2, MICHAEL, SCREAM 7, WUTHERING HEIGHTS, AND 28 YEARS LATER: THE BONE TEMPLE TO NAME A FEW.

A HUGE THANK YOU TO OUR FRIENDS AT RENTRAK, WHOSE CONTINUED SUPPORT ALLOWS US TO TRACK AND CELEBRATE THE INCREDIBLE DIVERSITY OF FILMS SUCCEEDING ACROSS EUROPE EVERY SINGLE WEEK.

TOGETHER, THESE FILMS CREATE A DIVERSITY OF OFFER THAT BRINGS AUDIENCES WEEK AFTER WEEK, ACROSS ALL TYPES OF CINEMAS AND ALL TYPES OF MARKETS.

AND CINEMAS REMAIN THE PLACE WHERE THOSE STORIES TRULY COME TO LIFE. OPERATORS OF ALL SIZES CONTINUE TO INVEST HEAVILY IN INNOVATION AND AUDIENCE EXPERIENCE.

ACROSS EUROPE WE ARE SEEING INVESTMENT IN PREMIUM FORMATS, BOUTIQUE CONCEPTS, LUXURY SEATING, DINE-IN EXPERIENCES, ACCESSIBILITY INITIATIVES AND SUSTAINABILITY STRATEGIES.

AND WHAT MAKES EUROPEAN EXHIBITION SO REMARKABLE IS ITS EXTRAORDINARY DIVERSITY: FROM MULTIPLEXES AND FAMILY-OWNED CINEMAS TO ARTHOUSES AND INDEPENDENT VENUES, ALL CONTRIBUTING TO ONE OF THE MOST VIBRANT CINEMA CULTURES IN THE WORLD.

WHILE WE ARE HERE THIS WEEK TO CELEBRATE, WE ALSO NEED TO ACKNOWLEDGE THAT OUR INDUSTRY CONTINUES TO FACE SOME CHALLENGES.

EUROPEAN CINEMAS – LIKE ALL OTHERS - RELY ON A HEALTHY, COMPETITIVE AND DIVERSE MARKETPLACE.

THAT MEANS A STEADY FLOW OF FILMS THROUGHOUT THE YEAR — FROM MAJOR STUDIO RELEASES TO LOCAL PRODUCTIONS AND INDEPENDENT WORKS, ALL STRONGLY MARKETED.



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

IT ALSO MEANINGFUL PERIODS OF THEATRICAL EXCLUSIVITY THAT ALLOW FILMS TO BUILD VALUE, CULTURAL IMPACT AND AUDIENCE ENGAGEMENT. AND WE WELCOME THE RECENT MOVES ACROSS THE INDUSTRY RECOGNISING THE IMPORTANCE OF PRESERVING LONGER WINDOWS.

WHEN TOO MUCH CONTENT, TOO MUCH DISTRIBUTION POWER AND TOO MANY “MUST-HAVE” TITLES BECOME CONCENTRATED IN TOO FEW HANDS, THAT BALANCE RISKS BEING WEAKENED.

WE ALL DEPEND ON EACH OTHER - WE'LL SUCCEED TOGETHER OR FAIL TOGETHER.

LATER THIS WEEK, TOGETHER WITH OUR PARTNERS AT BOXOFFICE PRO, WE WILL ONCE AGAIN CELEBRATE THE GIANTS OF EXHIBITION — RECOGNISING EUROPE'S LEADING CINEMA OPERATORS.

ODEON CINEMAS GROUP LEADS THIS YEAR'S LIST, WITH CINEWORLD CINEMAS, VUE, PATHE CINEMAS AND CGR ROUNDING OUT THE TOP FIVE. THE FASTEST-MOVING GIANT IS CINEVILLE OF FRANCE - FOR THE SECOND YEAR IN A ROW - AND THE BREAKTHROUGH GIANT IS THE ARC CINEMAS OF IRELAND.

THE 'GIANTS OF EXHIBITION' ARE HEADQUARTERED IN 20 COUNTRIES AND OPERATE ACROSS NEARLY 40 TERRITORIES.

THEY AND OTHER OPERATORS, LARGE AND SMALL, ARE WHAT MAKES EUROPE'S CINEMAS AMONGST THE WORLD'S BEST.

WE ALSO WARMLY CONGRATULATE EDDY DUQUENNE OF KINEPOLIS IN HIS NEW ROLE AS CHAIR OF THE GLOBAL CINEMA FEDERATION, AND WILL DO ALL WE CAN TO SUPPORT HIS AMBITION TO HELP BUILD A FORWARD-LOOKING NARRATIVE AROUND OUR INDUSTRY.

WE CONTINUE EXPANDING OUR UNIC PEOPLE PROGRAMME, HELPING EXHIBITORS IN RECRUITING, RETAINING AND DEVELOPING WHAT REMAINS OUR MOST PRECIOUS RESOURCE: OUR PEOPLE. THIS BUILDS ON THE CONTINUED SUCCESS OF OUR WOMEN'S CINEMA LEADERSHIP PROGRAMME, WHICH CELEBRATES ITS TENTH EDITION AND NOW BRINGS TOGETHER 212 WOMEN FROM 119 COMPANIES ACROSS OUR INDUSTRY. A HUGE THANK YOU TO IMAX, BARCO AND VISTA GROUP — OUR CHAMPIONS OF THE PROGRAMME — FOR HELPING US BUILD A MORE INCLUSIVE AND REPRESENTATIVE CINEMA SECTOR.

AND OF COURSE, A LOT OF THE WORK UNIC DOES HAPPENS QUIETLY BEHIND THE SCENES. WHETHER ON COPYRIGHT, ACCESSIBILITY, SUSTAINABILITY, DEFORESTATION RULES, AUDIOVISUAL REGULATION, CASH PAYMENTS OR PUBLIC FUNDING — OUR ROLE IS TO ENSURE THAT THE VOICE OF CINEMA OPERATORS IS HEARD CLEARLY IN BRUSSELS AND BEYOND.

FINALLY, WE WOULD SIMPLY LIKE TO SAY THANK YOU.

THANK YOU TO OUR MEMBERS. THANK YOU TO OUR PARTNERS. THANK YOU TO OUR FRIENDS ACROSS THE INDUSTRY. AND ABOVE ALL, THANK YOU TO THE SMALL BUT MIGHTY UNIC TEAM — LAURE, SONIA, KAMIL, HELLEN AND CHIARA — FOR EVERYTHING THEY DO THROUGHOUT THE YEAR.

BECAUSE DESPITE EVERY PREDICTION OF OUR DEMISE OVER THE PAST CENTURY — TELEVISION, VHS, DVDS, STREAMING, SMARTPHONES, PANDEMICS AND AI-GENERATED SHORT VIDEOS STARRING EMOTIONALLY CONFLICTED CATS — AUDIENCES STILL LOVE GOING TO THE CINEMA.

AND THAT IS SOMETHING TRULY WORTH CELEBRATING.



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

AND FROM ME, MANY OF YOU WILL KNOW THAT THIS WILL BE MY LAST TIME ON STAGE AS PART OF THE OPENING CEREMONY AS I STAND DOWN THIS WEEK AS PRESIDENT OF UNIC AFTER 13 YEARS.

YOU'LL HEAR MORE ABOUT THAT IN A MOMENT, BUT I DO WANT TO TAKE THE OPPORTUNITY TO THANK YOU ALL FOR YOUR SUPPORT FOR ME AND MORE IMPORTANTLY FOR OUR ORGANISATION OVER THESE MANY YEARS.

THANK YOU VERY MUCH.\